

8.2

HANDOUT:

Social Media Platform Differences



76



4

SOCIAL MEDIA PLATFORM DIFFERENCES

WHEN WRITING COPY FOR SOCIAL MEDIA,
THERE ARE CERTAIN ASSUMPTIONS YOU CAN MAKE
ABOUT YOUR AUDIENCE.

THEY'LL VIEW YOUR SOCIAL CONTENT ON A MOBILE DEVICE

Mobile usage increases every year - **93%** of social media users access content via mobile devices

THERE'S A BETTER CHANCE THEY'LL READ YOUR COPY IF YOU INCLUDE A VISUAL WITH IT

Research tells us that the majority of people are visual learners and that content with visuals are more effective

Writing copy with a visual in mind can make it more compelling, and social media supports the use of visuals

YOUR CONTENT COULD BE SEEN BY ANYONE

Followers will see it in their feeds but their engagement (shares, comments, likes) may lead to others viewing it too

SO, WHEN WRITING COPY FOR SOCIAL MEDIA, YOU SHOULD ENSURE IT'S



MOBILE-FRIENDLY



SUPPORTED BY A VISUAL



ENGAGING ENOUGH FOR ANY NEW FOLLOWER THAT COMES ALONG.

EACH SOCIAL MEDIA PLATFORM HAS SLIGHT DIFFERENCES. HERE ARE SOME ATTRIBUTES OF EACH PLATFORM THAT COULD HELP YOU PREPARE COPY FOR EACH ONE:



TWITTER

Formerly limited to 140 characters, Twitter now supports posts with 280 characters. Data shows ideal length for engagement is between 70-100 characters.

Often used to share links to content on your own site. This usually requires copywriter to explain the value of a link very quickly and concisely, or focus on one fact/topic.

Supports links, mentions, hashtags, and emojis

Images and videos are optional (but some visual is recommended)

FACEBOOK

Copy can be as long as you want, but updates work best between 40-80 characters

Often used to share updates, entertaining pieces, and links to content on your own site. Copy is usually needed to entice the reader to click on content links: short, concise copy will be quicker and easier to read than longer, more detailed copy.

Supports links, mentions, hashtags, and emojis

Images and videos are optional (but some visual is recommended)



EACH SOCIAL MEDIA PLATFORM HAS SLIGHT DIFFERENCES. HERE ARE SOME ATTRIBUTES OF EACH PLATFORM THAT COULD HELP YOU PREPARE COPY FOR EACH ONE:

LINKEDIN

Copy can be as long as you want but work best around 50-100 characters.

Often used to share updates and links to content on your own site. Copy is usually needed to entice the reader to click on content links: short, concise copy will be quicker and easier to read than longer, more detailed copy.

Supports links, mentions, hashtags, and emojis

Images and videos are optional (but some visual is recommended)



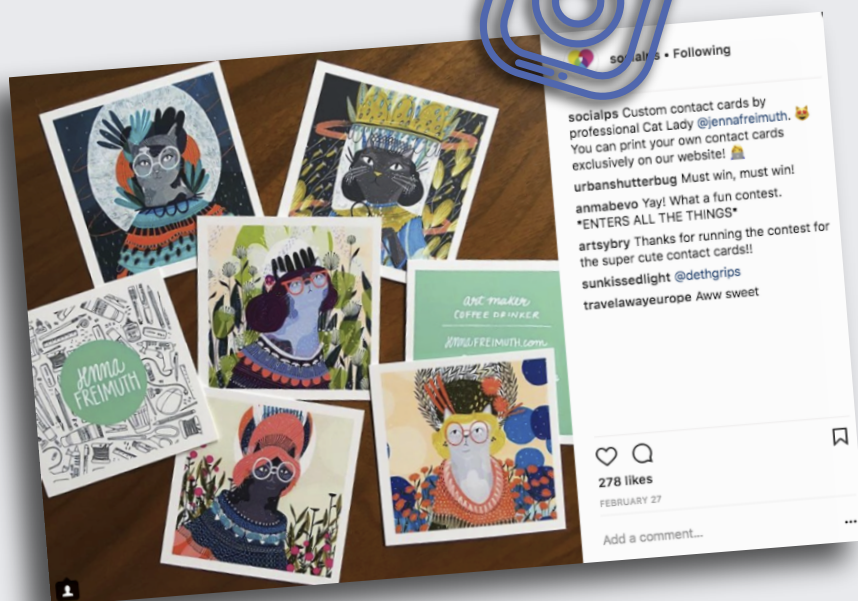
INSTAGRAM

Copy is written within captions for photos or videos, usually to provide detailed, relevant information about the visual.

Captions work best around 140 characters (similar to Twitter)

Captions support mentions, hashtags, and emojis but NOT links (Exception: paid Instagram ads include clickable links)

Side note: ideal number of hashtags is between 5-10



EACH SOCIAL MEDIA PLATFORM HAS SLIGHT DIFFERENCES. HERE ARE SOME ATTRIBUTES OF EACH PLATFORM THAT COULD HELP YOU PREPARE COPY FOR EACH ONE:

YOUTUBE

Copy is needed for a title and description.

Ideal title length: 70 characters or less

Descriptions can support up to 5000 characters. The best descriptions will provide detailed, relevant information about the video.

Write as much as you can to provide helpful notes about details included in the video - like recapping important points - or links to additional resources.

(Links ARE supported in YouTube descriptions.)

